

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## New N.C.A. Television Kit Is Well Received

The new N.C.A. television kit—a special kit prepared and distributed by the Consumer Service Division for use by women who present food shows on television—has been well received.

Reports received by the Division from the television women indicate that the kits are being used on food shows that are viewed by large audiences in major metropolitan areas. More than 50 of the television women who produce these shows have sent comments and suggestions about the kit to the N.C.A.

The television kit was issued last year on a trial basis and, following its favorable test, was put on a regular basis this year. The kits are issued every other month on an exclusive basis to 73 stations in 73 cities, each having large urban areas.

The kit was designed in response to requests and suggestions from numerous women in the television field.

Each kit contains photographs and recipes that can be put in front of a television camera and a suggested script that is so written that it may be adapted for programs of different length. The kit is designed to enable television performers to present the canned foods feature on television after only a little preparation.

In addition to the food photographs, recipes and script, each kit contains a list of props, with suggestions for a photogenic color scheme, and a list of ingredients that are needed when the recipes actually are prepared on television.

The following comment about the August television release kit is typical of those the Consumer Service Division receives:

"Your splendid material arrived this morning and I am hastening to thank you for it. Your 'Making a meal with a Mexican flare' is most comprehensive. I cannot remember receiving TV material as well done as yours. Shall look forward to receiving your future releases.

"Thank you for this fine material. We are featuring this meal on our September 4 program."

## N.C.A. Quantity Recipe Book Given Boost in Magazine

A full-page feature in the August issue of *Institutions* magazine is devoted to illustrating and describing recipes for canned foods which are contained in the recipe book, *Quantity Recipes for Institutional Food Service*, published by the N.C.A. Consumer Service Division.

The magazine, a leader in the field of mass feeding and housing and rated among the top magazines in coverage and prestige, describes the recipes as "menu-building," "easy to handle," and "unusual entree formulas." The author states, "In fact, an operator could easily build a series of complete meals, elaborate or simple, around the flavorful foods featured in the publication."

The page feature is headed "Ways with Canned Foods." Reprints of this page were mailed recently to N.C.A. members.

The feature in the August issue is the second occasion on which *Institutions* magazine has brought the N.C.A. quantity recipe book to the attention of its readers. It had reviewed the book in its December, 1955, issue, and an immediate response of requests for the book resulted, indicating the impact of such an illustrated article in a leading magazine in the institutional field. Requests came from public eating establishments, schools, institutions, and hospitals.

As a result of reviews such as this and sample mailings, 73,440 copies of the N.C.A. quantity recipe book have been distributed. Numerous state and city restaurant associations have requested copies for members, and a great many bulk requests were received from school lunch people who were holding workshops during the spring and summer and train cooks and managers.

## N.C.A. Movie about Canning Is Shown to Civic Group

The N.C.A. motion picture about the canning industry was shown recently by The Naas Corporation of Indiana to its own staff and to one of the civic groups in Portland, Ind.

Entitled "The Three Squares," the 13½-minute movie was shown to the Naas firm's sales personnel and office group, totaling about 35, and to the Rotary Club of Portland, about 60 persons.

The Naas Corporation reports that it received many favorable comments about the film.

"The Three Squares" was produced as part of the Consumer and Trade Relations Program. The film tells the story about how canning started, how it grew, what it means to society, and what it will mean for future generations.

## N.C.A. Material Used in Book

Data from the N.C.A. was generously used in the "Food and Agriculture" chapter of a new textbook, *Economic Geography of Industrial Materials*, edited by Professor Albert S. Carlson of Dartmouth College, and just published.

The chapter, written by Dr. F. C. Blanck, well known in the canning industry, contains numerous maps, tables, charts and statistics, depicting economic-geographic conditions necessary for profitable production. Such factors as location, climate, soil, topography, water resources, minerals, fuels, labor, capital, management, transportation and markets are discussed and evaluated to show profitable trends and conditions at present and in the future.

Data from the Information Division's booklet *The Canning Industry* has been paraphrased in various parts of the text devoted to the processing of fruits and vegetables. Ten of the Division of Statistics charts on production and growth of canning crops are published, along with many of the tables from the Division's annual pack bulletins.

## William A. Miskimen

William A. Miskimen, 74, chairman of the board of the Canadian division of Stokely-Van Camp, Inc., died August 30 at Windsor, Ontario, Canada.

Mr. Miskimen was with the Illinois Canning Company in Hoopeston for a number of years, and served as president of the Illinois Cannery Association in 1917. Early in his career he became active in N.C.A. affairs, and his service to the national association spanned his career both with the Illinois Canning Co. and with Stokely-Van Camp.

Mr. Miskimen was elected First Vice President of the N.C.A. in 1935 and 1936.

Mr. Miskimen served on the N.C.A. Board of Directors in 1918-20 and again in 1941-43; as a member of the Executive Committee, 1918-20 and 1928-31; on the Conservation Committee, 1920; the Finance Committee, 1935-41; Scientific Research Committee, 1935-41; Statistics Committee, 1936-41; and the Trade Practices Committee, 1937-38.

He joined Stokely-Van Camp in 1934 as assistant to the president. He was made vice president in charge of production in 1936, president of the company's Canadian division in 1950, and chairman of the board of the Canadian division on August 1 of this year.

## 1956 Turkey Production

Farmers are raising about 76 million turkeys this year, 16 percent more than in 1955, according to a preliminary estimate by the Crop Reporting Board of USDA. The number of heavy breed turkeys is up about 29 percent while light breeds show a decrease of 19 percent from last year. Heavy breeds are 82 percent of the total raised this year, compared with 74 percent last year.

## Poultry Used in Processing

The quantity of poultry used in canning and other processed foods in July totaled 11,323,000 pounds ready-to-cook weight, compared with 9,483,000 pounds in July of last year, according to a report by the Agricultural Marketing Service of USDA.

The quantity used during the first seven months of 1956 totaled 109,155,000 pounds, about 10 percent more than the 98,774,000 pounds used during the same period of 1955.

## 1956 Pack of RSP Cherries

The 1956 pack of canned red pitted cherries totaled 2,748,671 actual cases as compared with the 1955 pack of 4,902,237 cases, according to a report by the N.C.A. Division of Statistics.

State	1955	1956
	(actual cases)	
N. Y. and Pa.	627,922	271,448
Michigan	3,175,813	1,922,867
Wisconsin	782,087	249,062
Utah and Idaho	80,886	100,144
Wash. and Ore.	166,788	128,353
Other states	62,771	75,897
U. S. Total	4,902,237	2,748,671

## Woodbury Award

The Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning was presented this year to E. M. Rahn of the Delaware Agriculture Experiment Station, Newark, Del.

The 1956 award was for his paper entitled "The Effect of Certain Cultural and Growth Regulator Treatments on Pod-Set and Yield of Lima Beans." The paper was published by the American Society for Horticultural Science (Vol. 66, pp. 298-307, 1955). The award was presented August 28 at the annual meeting of the A.S.H.S.

The award was established in 1949 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau, through the A.S.H.S.

## Taxes on Farm Real Estate

Taxes levied by state and local governments on farm real estate in the United States continued to increase in 1955, according to the USDA.

These taxes, payable largely in 1955, increased last year by 6.8 percent above the 1954 level. They were about a fourth higher than in 1950 and almost double those in 1945, when a sharp rise began.

Taxes levied per acre of farm real estate averaged 87 cents in 1955 compared with 82 cents in 1954. The average tax per \$100 of real estate value was 92 cents in 1955, an increase of 3.4 percent over that of the previous year.

The report on farm real estate taxes is entitled *Taxes Levied on Farm Real Estate in 1955* and was published by USDA's Agricultural Research Service.

## Shipments of Glass Containers

Shipments of glass containers for food in July were down slightly from the volume shipped during the same period last year, on the basis of a report by the Bureau of the Census, U. S. Department of Commerce.

Shipments of wide-mouth food containers during July amounted to 3,130 thousand gross, down from the 3,227 thousand gross shipped during June but more than the 2,941 thousand gross shipped during July of last year. Shipments of narrow-neck food containers during July, at 1,246 thousand gross, likewise were below June shipments of 1,254 thousand gross but above the 1,217 thousand gross shipped during July of last year.

Total shipments of both wide-mouth and narrow-neck containers for food for the first seven months of 1956 were up slightly over shipments for the same period of 1955.

	Jan.-July 1955	1956
	(thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses) . .	30,041	30,277
Narrow-neck food . . . . .	7,867	7,545

## Shipments of Metal Cans

Shipments of metal cans for fruit and vegetable products in July amounted to the equivalent of 156,254 short tons of steel, up from the 110,196 tons shipped in June but less than the 166,956 tons shipped in July of last year, according to a report by the Bureau of the Census, U. S. Department of Commerce.

Total shipments of cans for fruit and vegetable products for the first seven months of 1956 amount to about 10 percent more than shipments during the same period of 1955. Shipments of cans for meat and poultry were up 25 percent and shipments of cans for fish and sea food were up 18 percent over shipments for the first seven months of last year.

	Jan.-July 1955	1956
	(short tons of steel)	
Fruit and vegetable (including juice) . . . . .	649,944	719,198
Fish and sea food . . . . .	55,195	65,120
Meat (including poultry) . . . . .	72,044	90,273

## Canned Foods Storage

Information on proper storage of canned foods in the home was a subject of a radio broadcast from WMGM, New York City, on July 17. The program "Living Should Be Fun" is conducted by Carlton Fredericks.

## Steps to Industrial Survival

The Federal Civil Defense Administration has published a pamphlet, *Ten Steps to Industrial Survival*, designed to show important steps that management and labor may take to protect personnel, plants and equipment against enemy attack. The recommended steps to industrial survival are:

- (1) Plan and organize for self-help within industrial plants and other large facilities.
  - (2) Plan for evacuation of industrial plants.
  - (3) Provide shelters.
  - (4) Plan for continuity of management.
  - (5) Protect vital records and documents.
  - (6) Plan for emergency repair and restoration.
  - (7) Establish a plant security system for prevention of sabotage and espionage.
  - (8) Establish mutual aid associations for civil defense.
  - (9) Deconcentrate critical production.
  - (10) Disperse new industrial plants.
- The FCDA emphasizes in the pamphlet that it can provide only guidance, and that initiative in civil defense must come from business and industrial leaders.

## Dollar Imports to Sweden

Sweden has modified the list of commodities that are not subject to quantitative restriction when imported from the dollar area. The list includes:

"Tomatoes, tomato puree, other vegetables, fresh or cooked, including onions. Also salted and dried vegetables. Capers and edible mushrooms.

"Canned fruit, berries.

"Canned soups.

"Canned goods, not classifiable under another [tariff] number, with the exception of those containing pork, horsemeat, beef or mutton."

## Forthcoming Meetings

- Sept. 24-25—Texas Cannery Association, Annual Meeting, Hilton Hotel, San Antonio
- Sept. 28-Oct. 2—American Meat Institute, Golden Anniversary Meeting, Palmer House, Chicago
- Oct. 7-10—National Association of Food Chains, Annual Convention, Chicago
- Oct. 17-19—National Pickle Packers Association, 63d Annual Meeting, Edgewater Beach Hotel, Chicago
- Oct. 24-26—Association of Food Industry Sanitarians, Annual Meeting, Casa Munras Hotel, Monterey, Calif.
- Oct. 24-27—Florida Cannery Association, Silver Anniversary Convention, Hollywood Beach Hotel, Hollywood
- Nov. 1—Illinois Cannery Association, Fall Meeting, Bismarck Hotel, Chicago
- Nov. 7-8—Wisconsin Cannery Association, 52d Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 9-10—Iowa-Nebraska Cannery Association, Annual Meeting, Fort Des Moines Hotel, Des Moines
- Nov. 12-14—Grocery Manufacturers of America, Annual Convention, Waldorf-Astoria Hotel, New York
- Nov. 14-16—Indiana Cannery Association, Fall Convention, French Lick Sheraton Hotel, French Lick Springs
- Nov. 18-19—Pennsylvania Cannery Association, 48d Annual Convention, Yorktowne Hotel, York
- Nov. 26-27—Ohio Cannery Association, Annual Convention, Hotel Carter, Cleveland
- Nov. 29-30—Georgia Cannery Association, Annual Convention, Dinkler-Plaza Hotel, Atlanta

- Nov. 29-30—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Dec. 2-4—Minnesota Cannery and Freezers Association, 50th Annual Convention, Hotel Radisson, Minneapolis
- Dec. 6-7—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City, N. J.
- Dec. 13-14—New York State Cannery and Freezers Association, 71st Annual Convention, Hotel Statler, Buffalo
- Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.
- Jan. 24-25—Canners League of California, 34th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 27-30—Northwest Cannery and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.
- Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seignior Club, Montebello, P. Q.
- Jan. 30-31—Minnesota Cannery and Freezers Association, 10th Annual Cannery and Fieldmen's Short Course, Kahler Hotel, Rochester
- Jan. 30-Feb. 1—Pennsylvania Cannery Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park
- Feb. 12-13—New York State Cannery and Freezers Association, Cannery School, Agricultural Experiment Station, Geneva
- Feb. 13-20—NATIONAL CANNERS ASSOCIATION 50th Annual Convention, together with C.M.A.S.A. and N.F.B.A., Chicago
- March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia
- March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago
- March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Blinnmore, Santa Barbara
- May 10-11—Pennsylvania Cannery Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

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